

MISSOURI DIVISION OF TOURISM

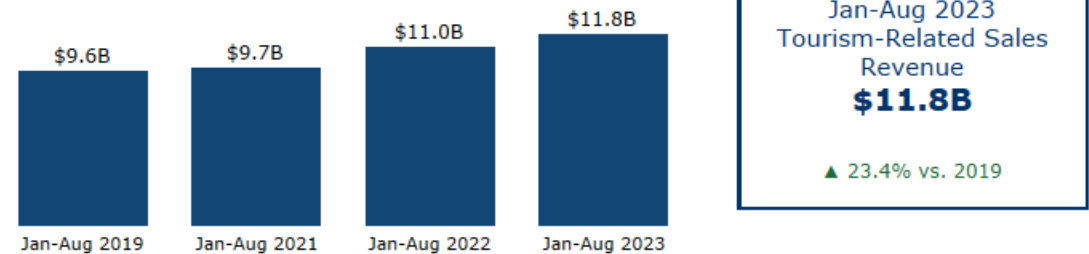
OCTOBER 2023 MISSOURI TRAVEL
BAROMETER
(DATA AVAILABLE AS OF 11/09/2023)





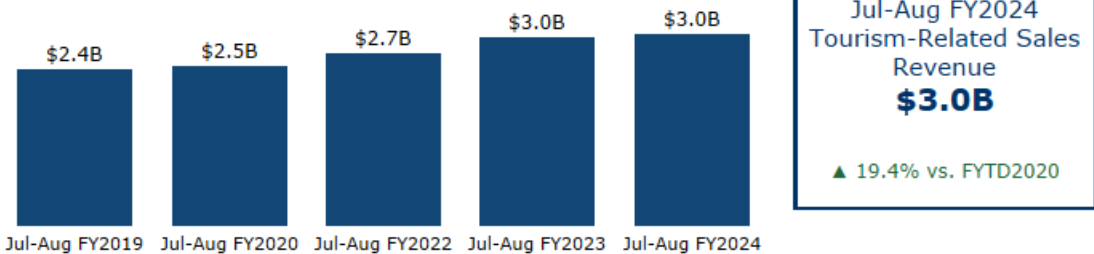
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

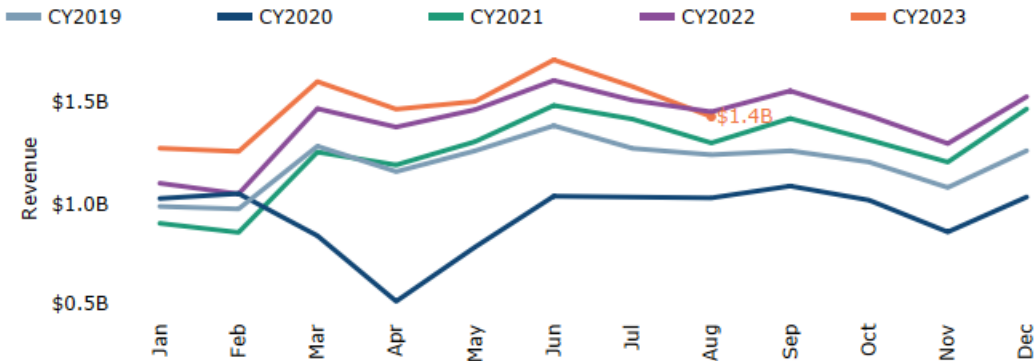


Fiscal Year-to-Date

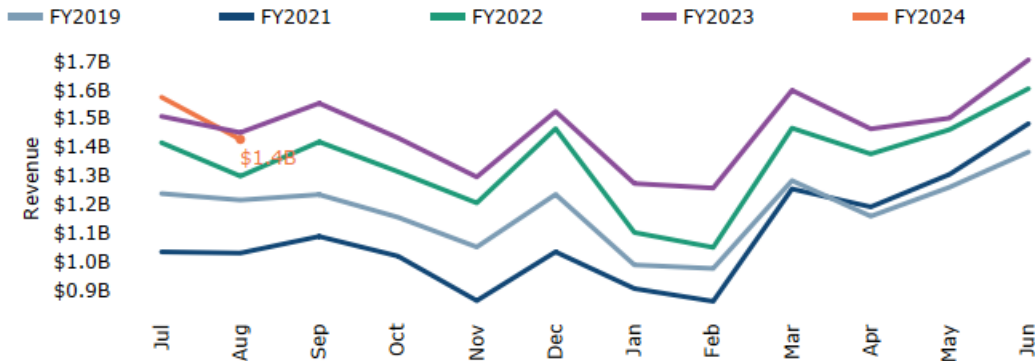
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

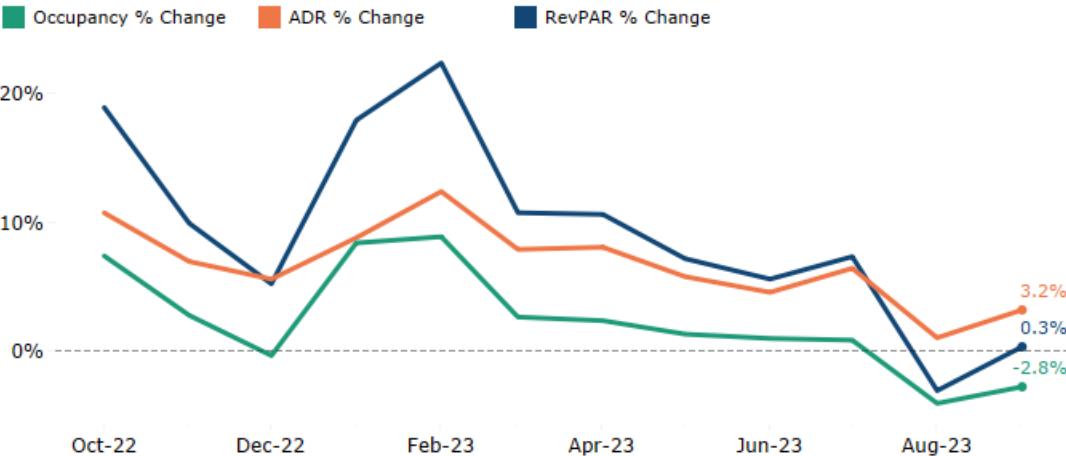


Hotel Performance

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Sep 2023	60.5%	\$123	\$74	3.3M	2.0M	\$242.1M
Change vs. Previous Year	▼ 2.8%	▲ 3.2%	▲ 0.3%	▼ 0.2%	▼ 3.0%	▲ 0.1%
Year-to-Date	57.6%	\$119	\$69	29.4M	16.9M	\$2.0B
Change vs. Previous Year	▲ 1.5%	▲ 5.8%	▲ 7.4%	▼ 0.4%	▲ 1.1%	▲ 6.9%

STR Monthly Lodging Trends

% Change from Previous Year



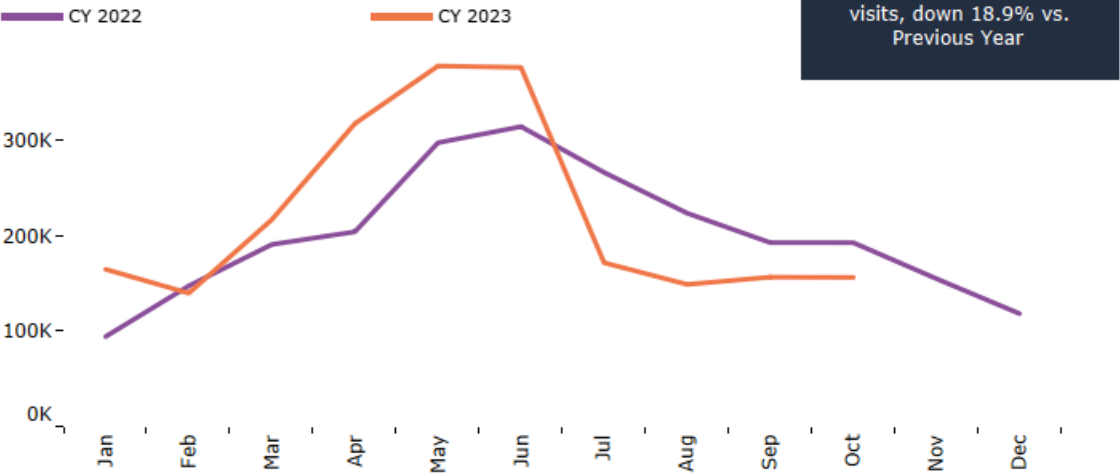
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Calendar Year-to-Date



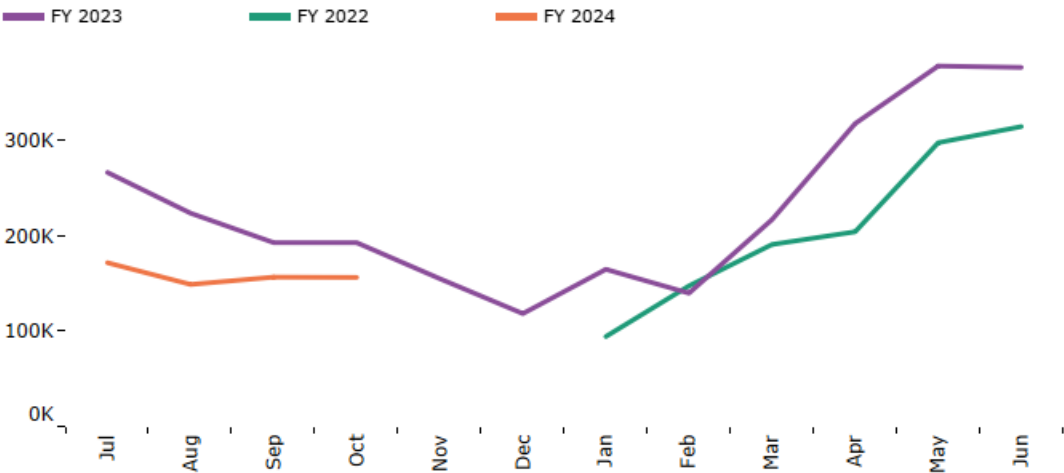
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date



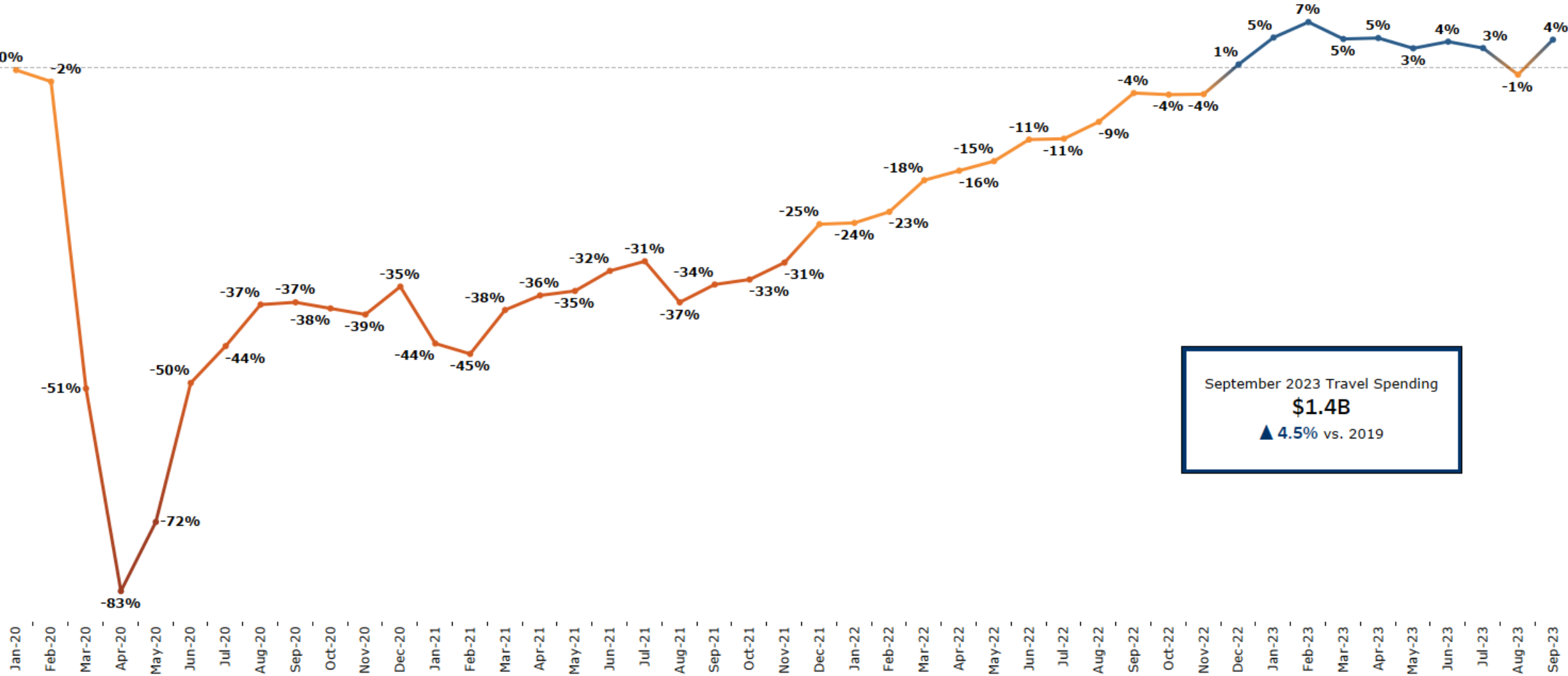
Fiscal Year Visits to VisitMO.com by Month





Travel Spending in Missouri

% Change from the same month in 2019



September 2023 Travel Spending
\$1.4B
▲ 4.5% vs. 2019

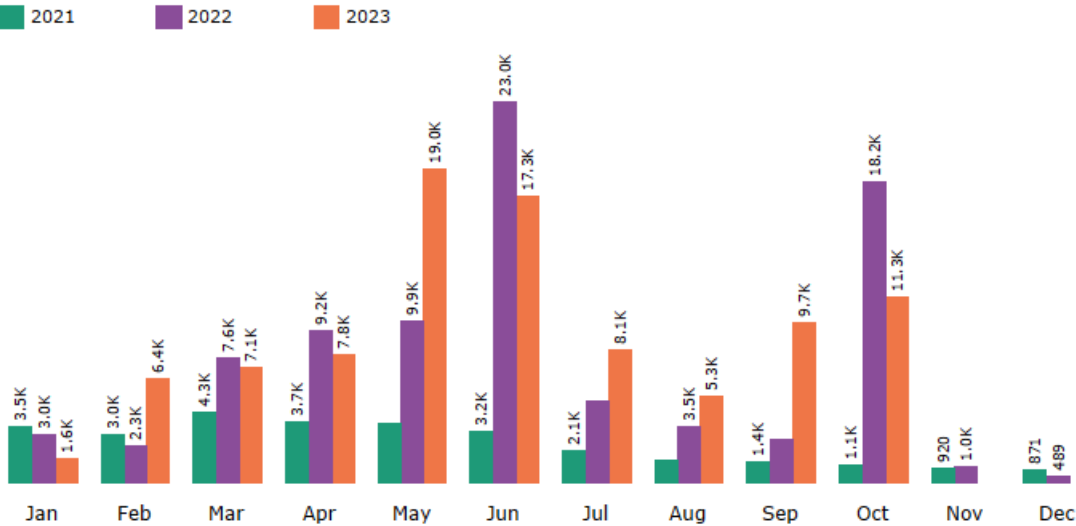


Travel Guide Fulfillment

Oct 2023
11.3K
▼ -37.9% vs. STLY

Jan-Oct 2023
93.5K
▲ 11.0% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month



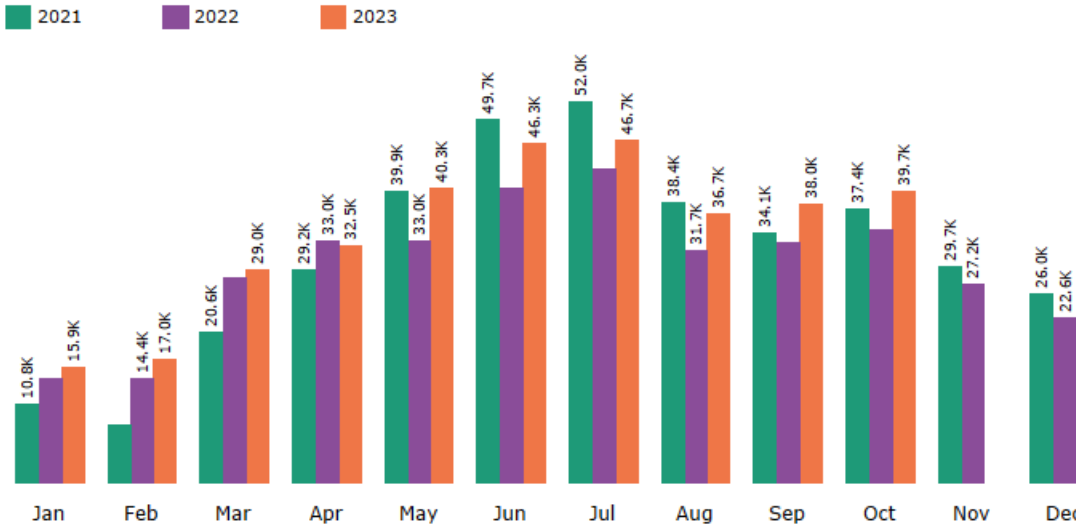
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits

Oct 2023
39.7K
▲ 14.6% vs. STLY

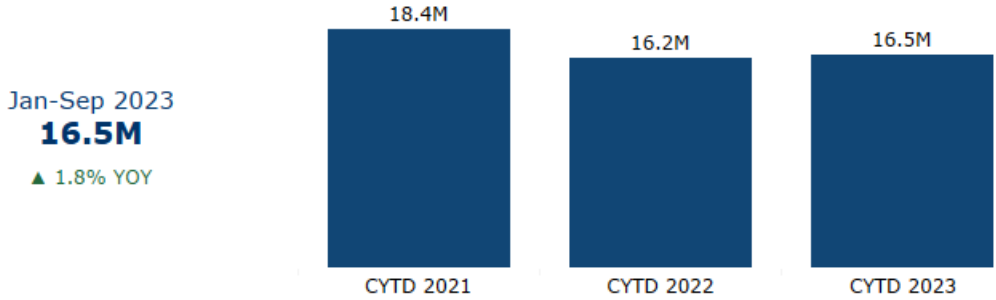
Jan-Oct 2023
342.2K
▲ 12.2% vs. STLY

Welcome Center Visits by Month

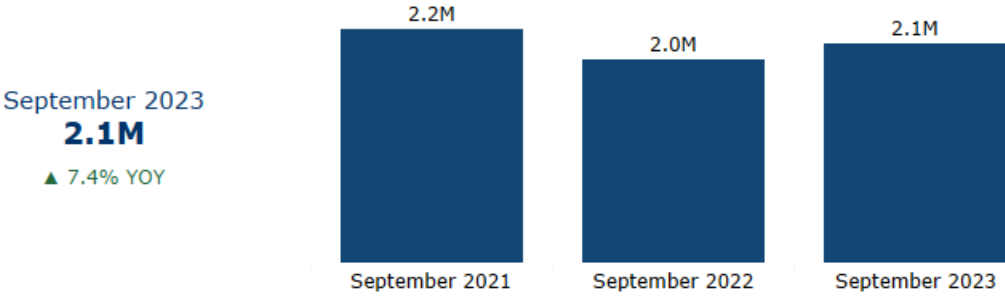


Note: The Welcome Centers were closed March 18th-May 31st due to social distancing orders. The centers started closing on weekends on 8/16/2020 (the centers were not open on weekends in 2019 from Jan.-Mar.). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October. In November 2020, the centers switched to being open only Thursday - Monday. On 2/16/2021 the centers switch to being open only Tuesday - Saturday. On 4/11/2021 the centers resumed being open on Sundays with Mondays the only closed days. On 5/10/2021 the centers started opening 7 days a week.

Calendar Year-to-Date Visitation

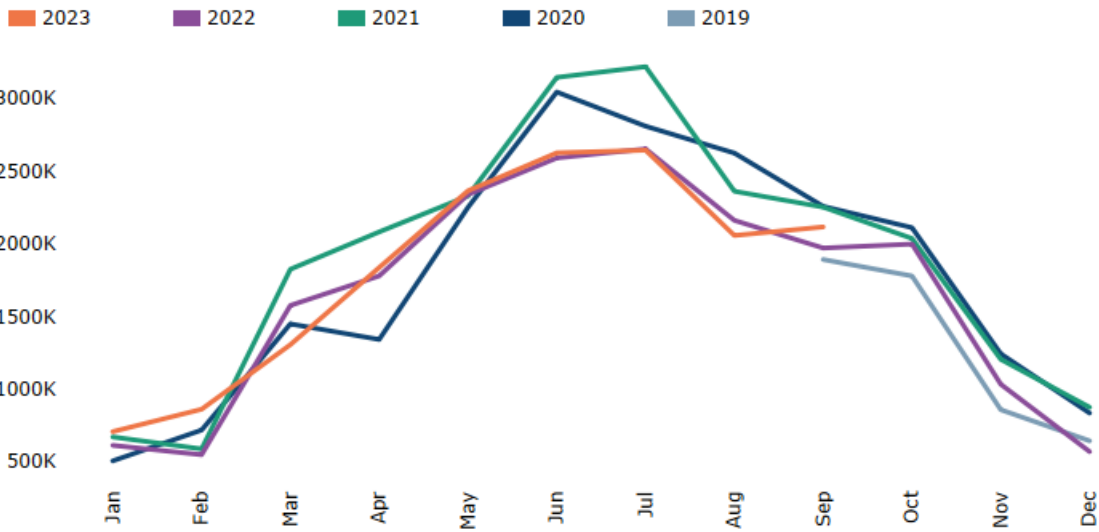


Monthly Visitation



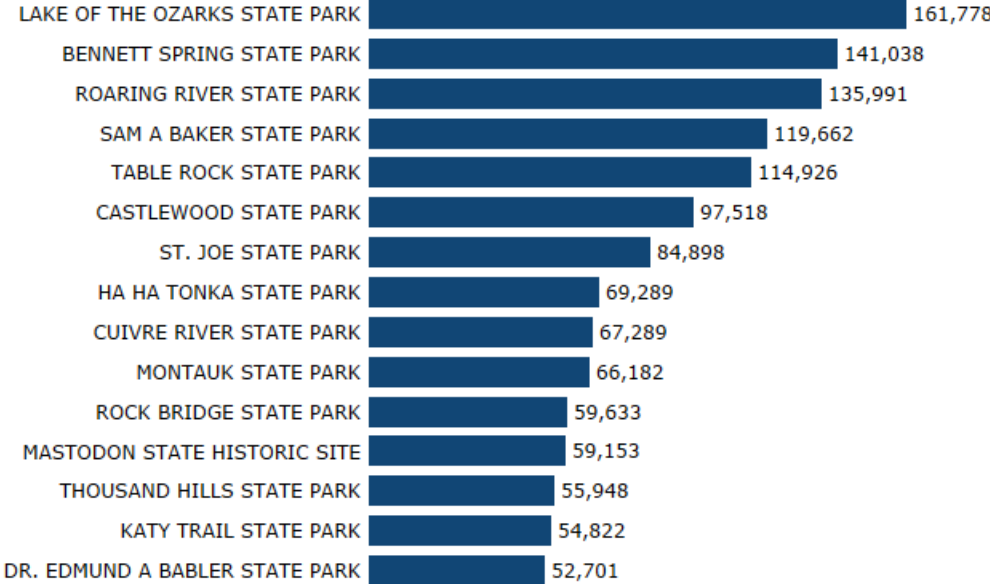
State Parks Visitors by Month

All Missouri State Parks



Note: Monthly state park data collection started in September 2019

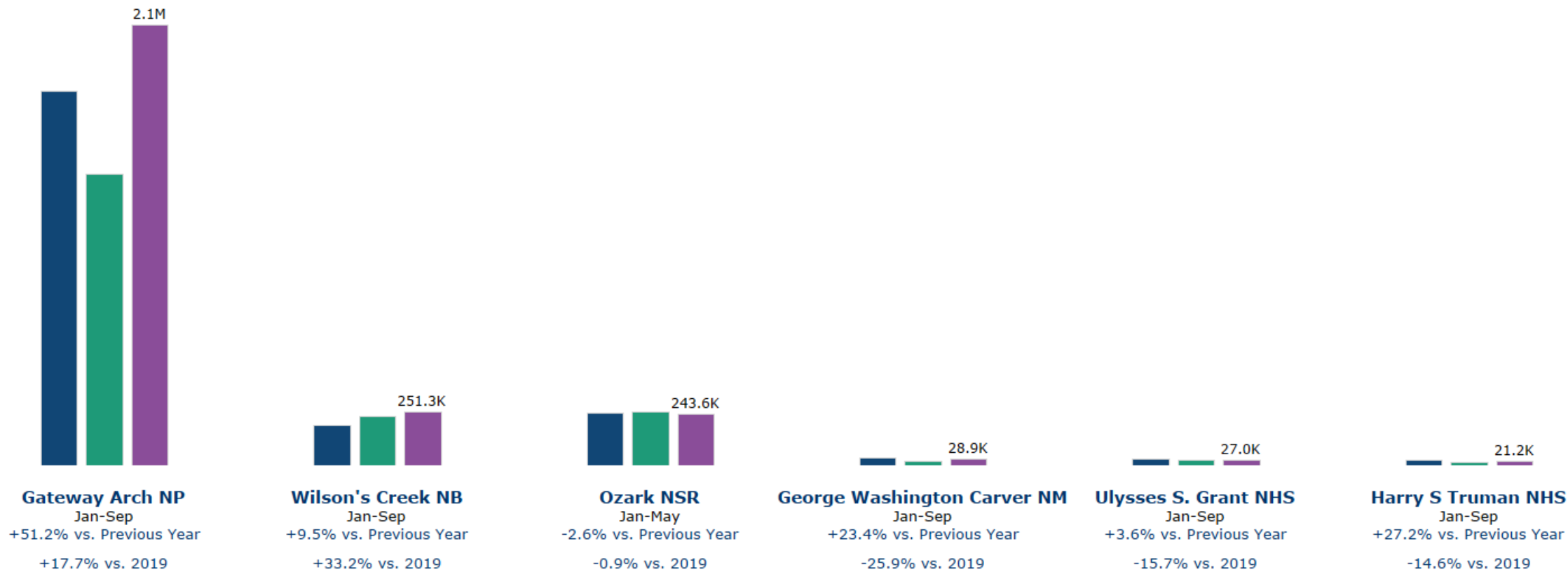
Most Visited Missouri State Parks in September 2023





Attendance by Park

2019 2022 2023



Note: The visitor centers at the Wilson's Creek NB, the George Washington Carver NM and the Harry S Truman NHS closed in mid-March 2020 due to Covid-19 precautions. Truman's home was also closed, but the farm grounds remained open. At the Gateway Arch NP, Tram Rides to the top of the Arch resumed on September 1, 2020 but the Old Courthouse remains closed for renovations